

# Damion Robinson

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Graphics & Media Design  
London UK.

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## Hydraulic Fracturing

### A Government Educational Program

Hydraulic Fracturing (Fracking) is a process of extracting gas from shale rocks deep beneath the Earth. The purpose of this campaign was to communicate the good and bad aspect of Hydraulic Fracturing.

### Solution

This was designed to be an activist campaign, supporting the “idea” of Hydraulic Fracturing. However, as a process we believe that it causes more harm than good to local communities. The notion within the campaign is designed to be tender and yet; aggressive simultaneously, by which the colours, type and images shared a contrasting relation between each other; therefore, creating a consistent tone of voice.





T shirts

Brochures



Banners



Posters



## MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU WITH A JOB,  
BUT AT THE COST OF YOUR FAMILY  
HEALTH'S.



## MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU A SAFE  
EMPLOYMENT BUT IT CAN ALSO  
CONTAMINATE YOUR WATER WITH  
CHEMICALS.

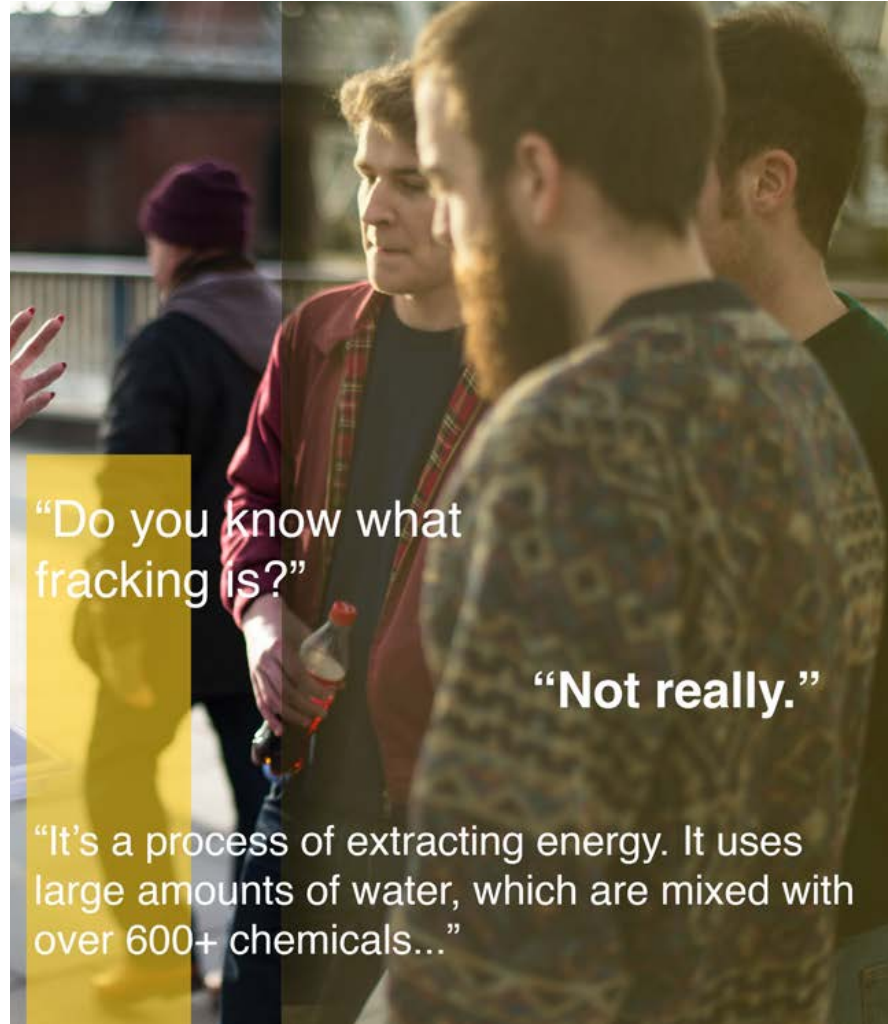


## MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU WITH A JOB,  
BUT AT THE COST OF YOUR FAMILY  
HEALTH'S.







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## Exhibition design

### Hubble Space Telescope 25th Anniversary

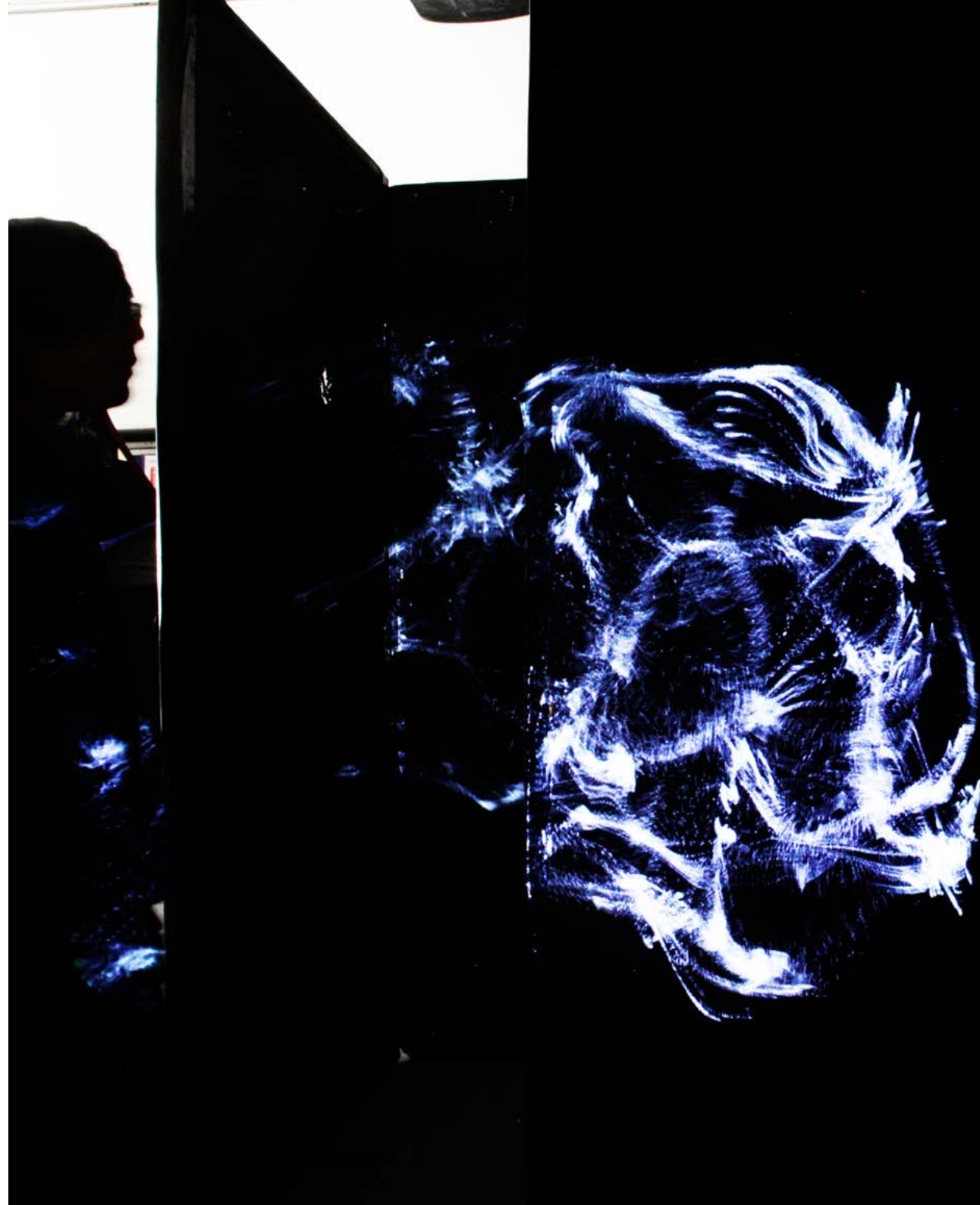
The Hubble exhibition is a design in celebration of Hubble's 25th anniversary since launched. It was designed, focusing on a recent event that occurred on the 11th of December 2015.

### The Brief

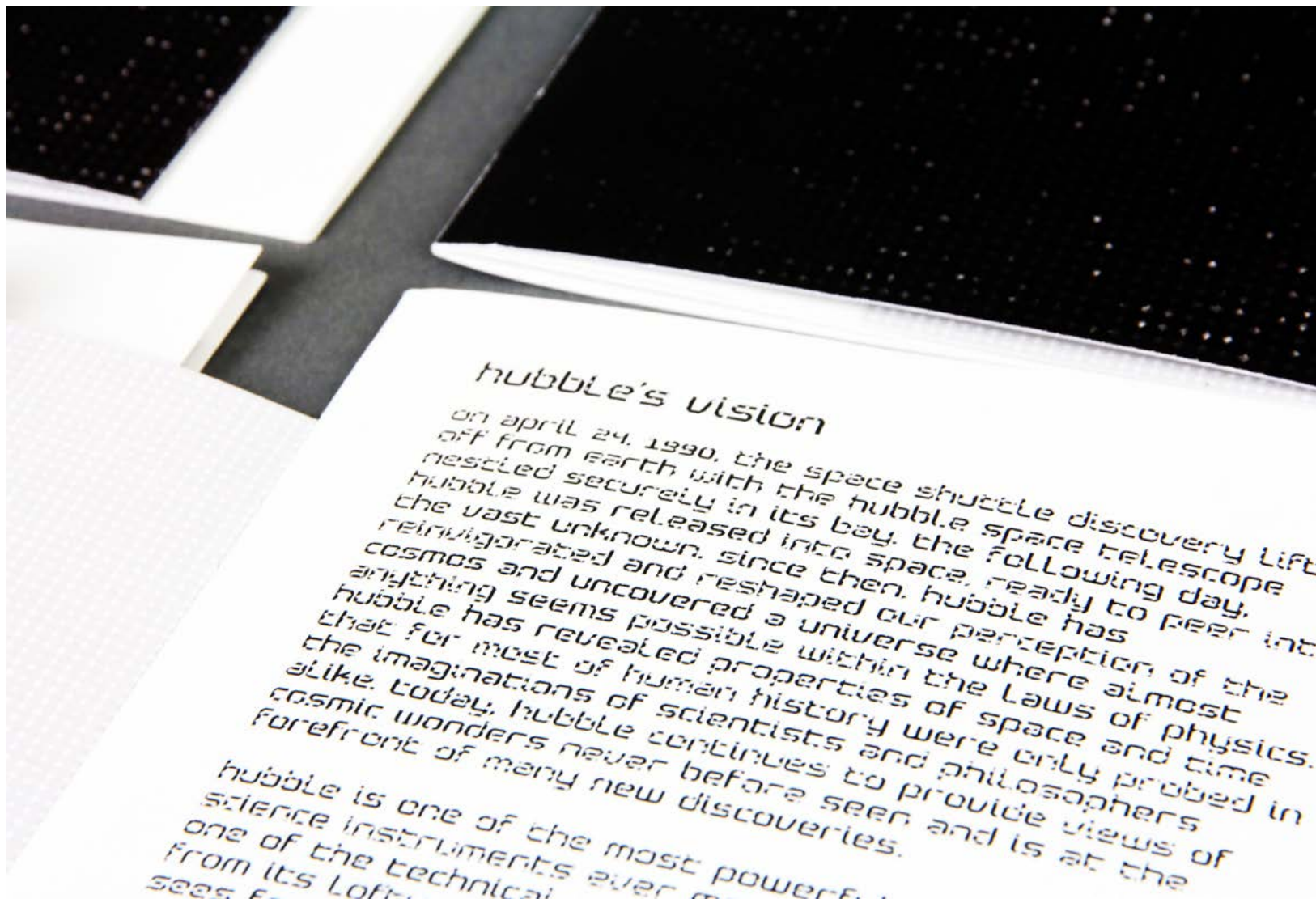
The challenge of the brief that I wrote, was to designed and utilised all written information relating to this particular event; due to the fact that there are no available any high resolution images released by NASA.

### Solutions

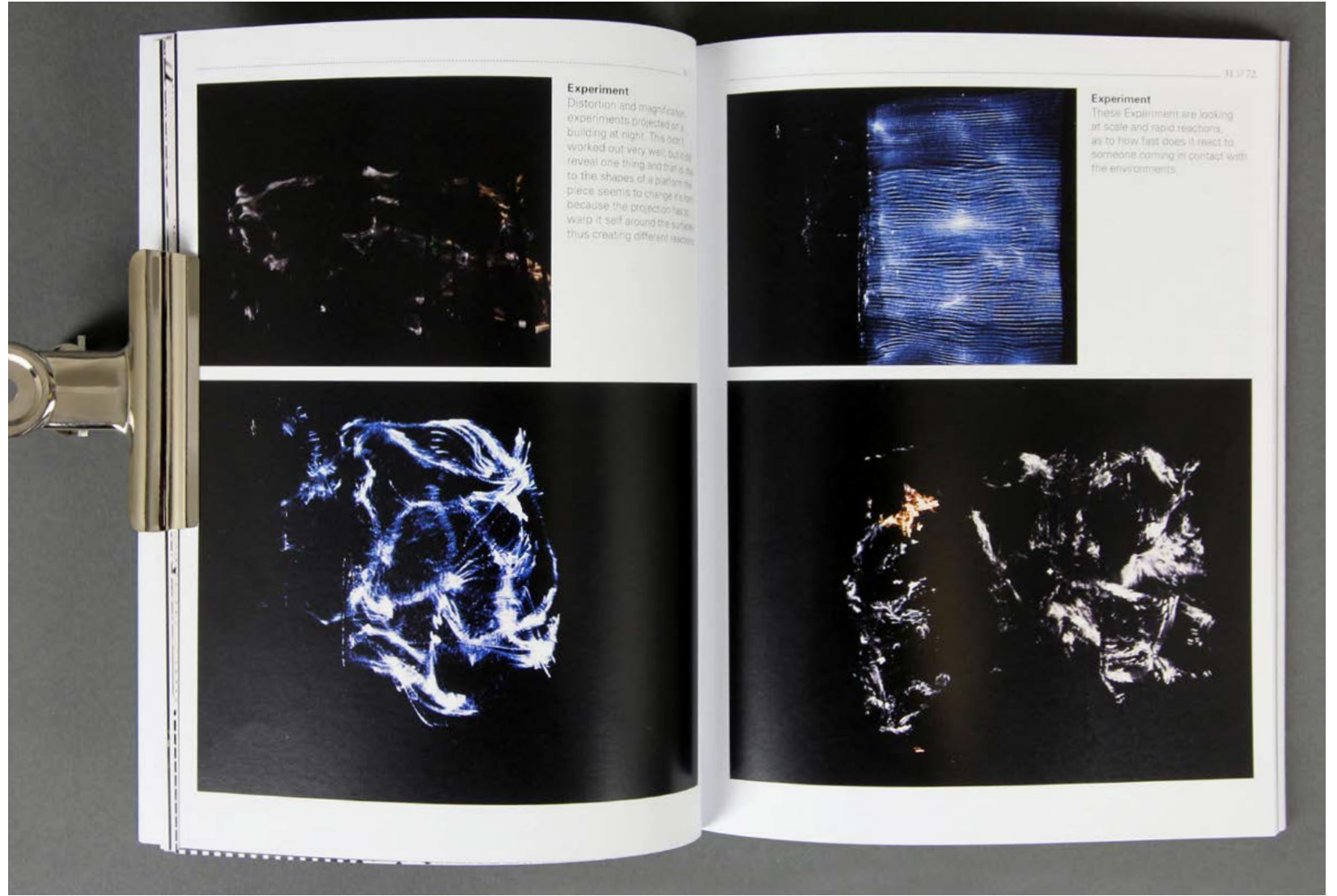
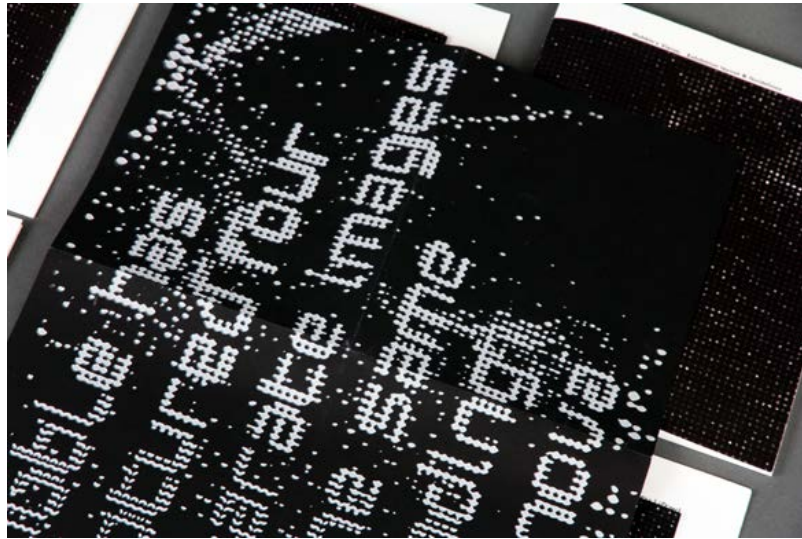
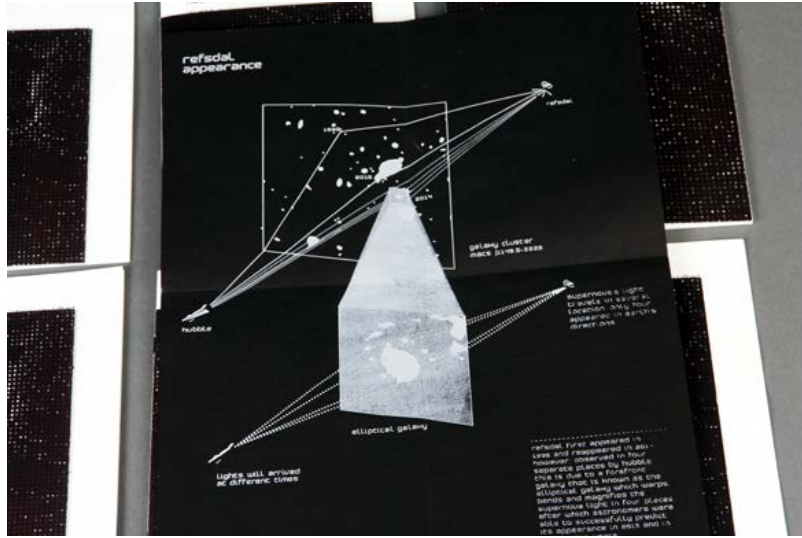
The solution created was to designed a linear journey, wherein multiple interactive environments demonstrates the notion relating to the event. The environments were coded using processing, additionally, there were designed posters, booklets with an insert depicting the appearance of a supernova that caused the event. I had also designed a modular typeface to compliment the optical illusions within the environments, this was to supported and strengthen the relationship between all graphic elements.



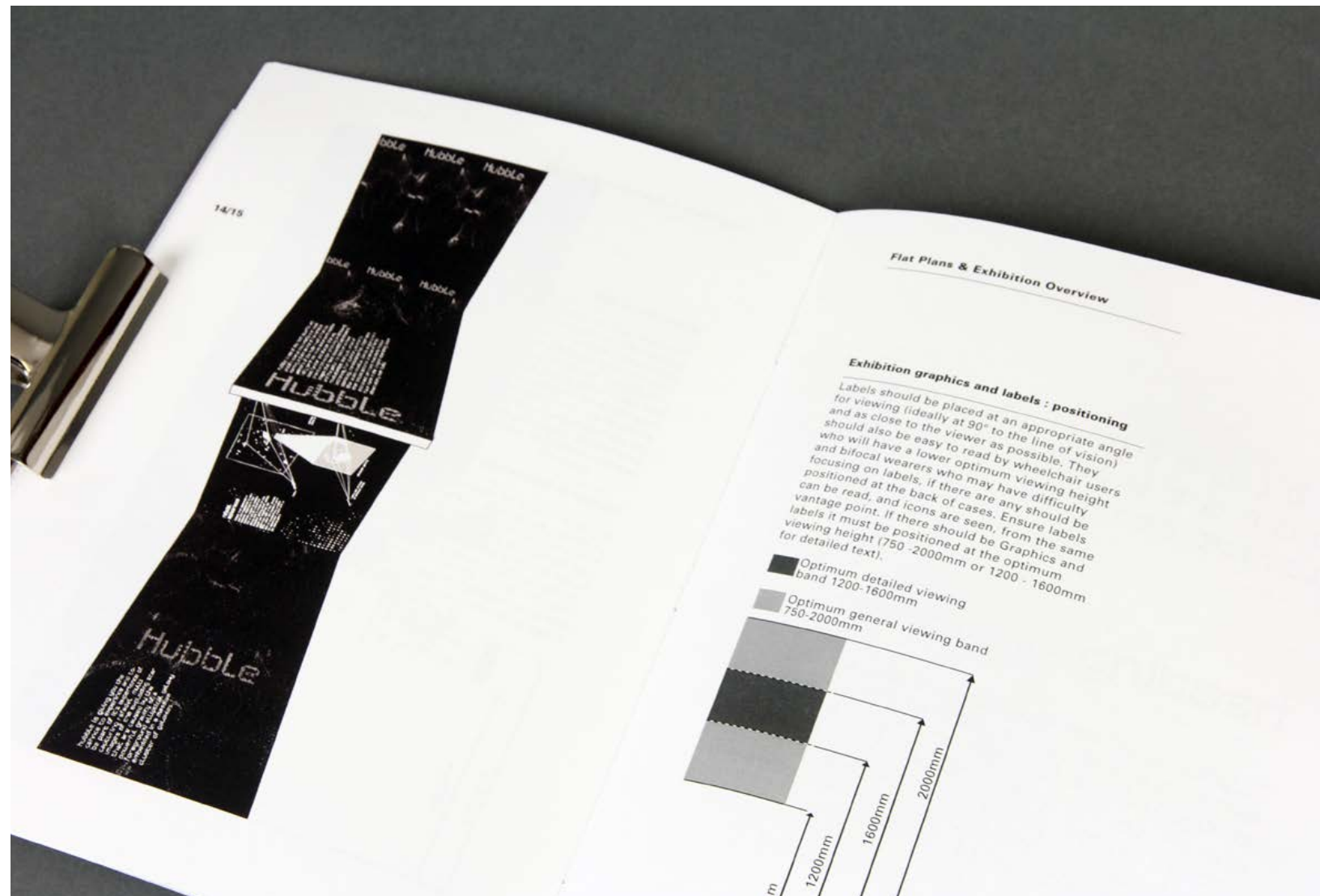
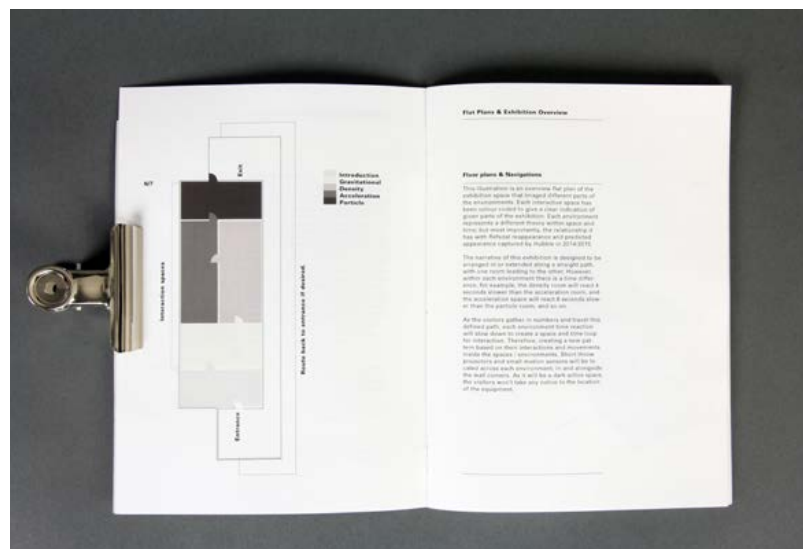
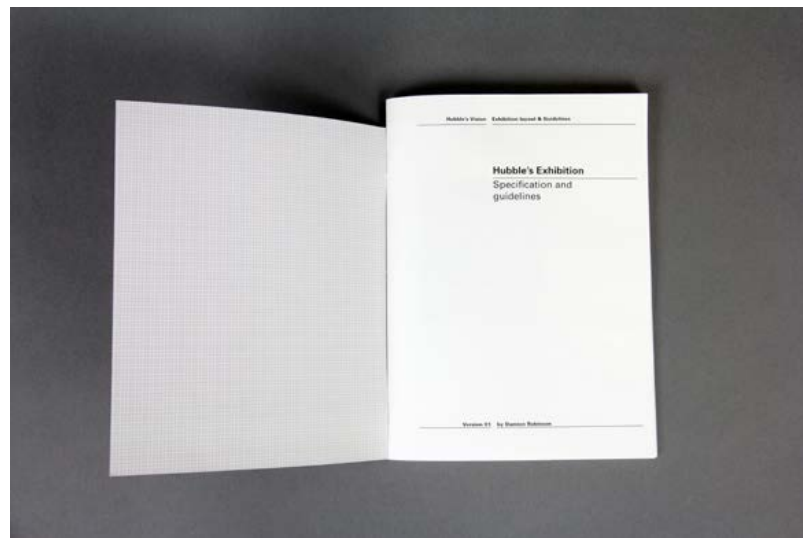


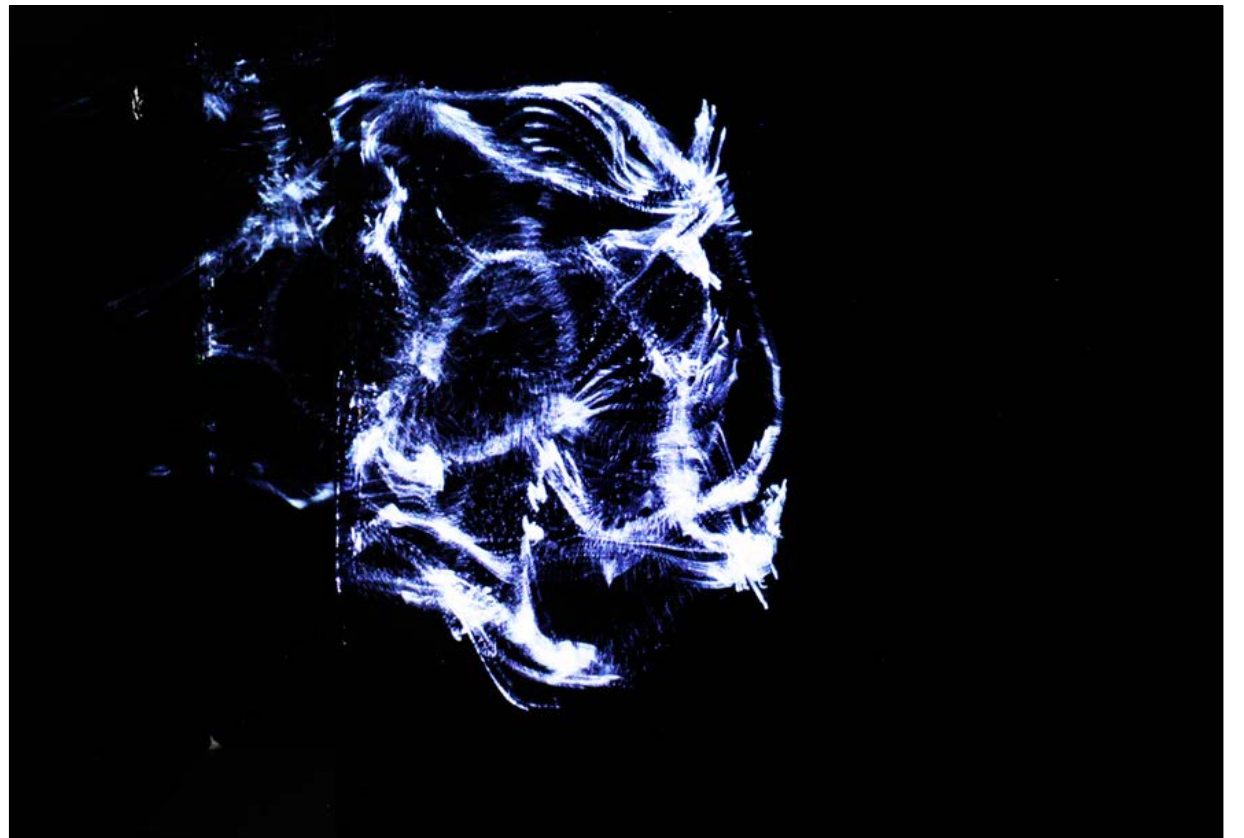
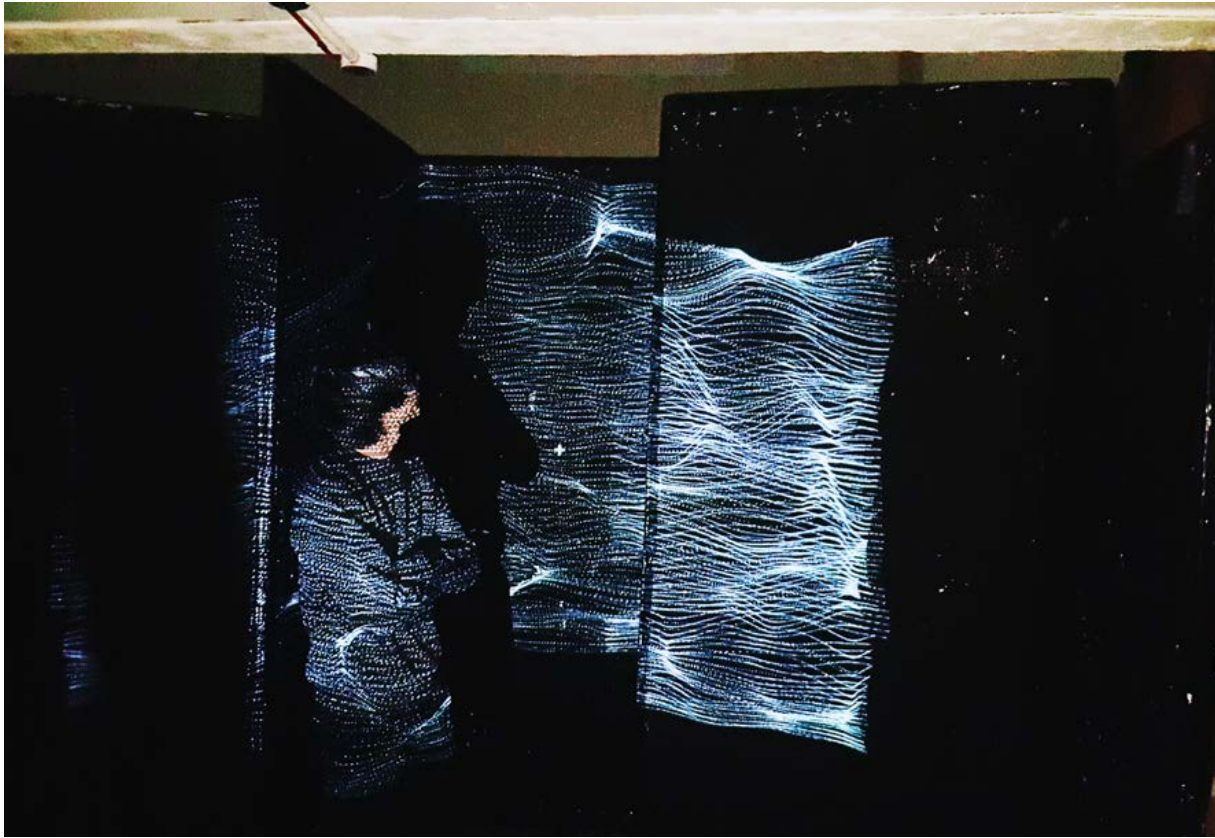
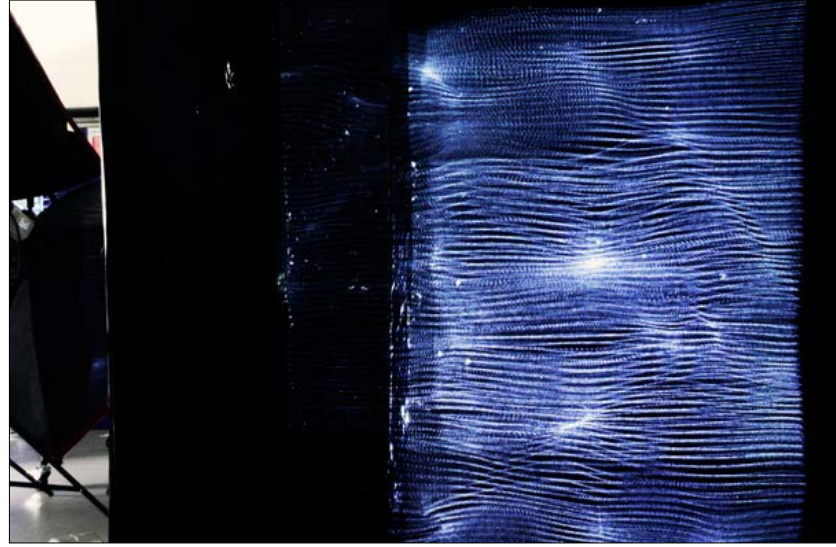
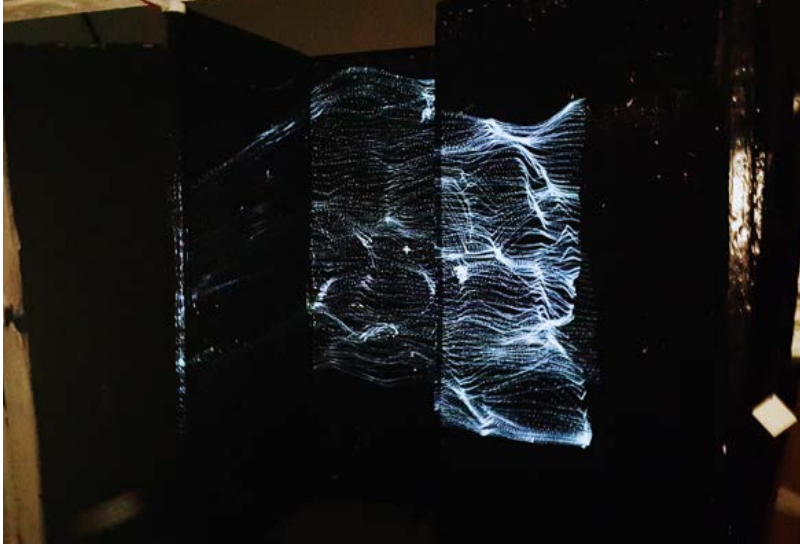




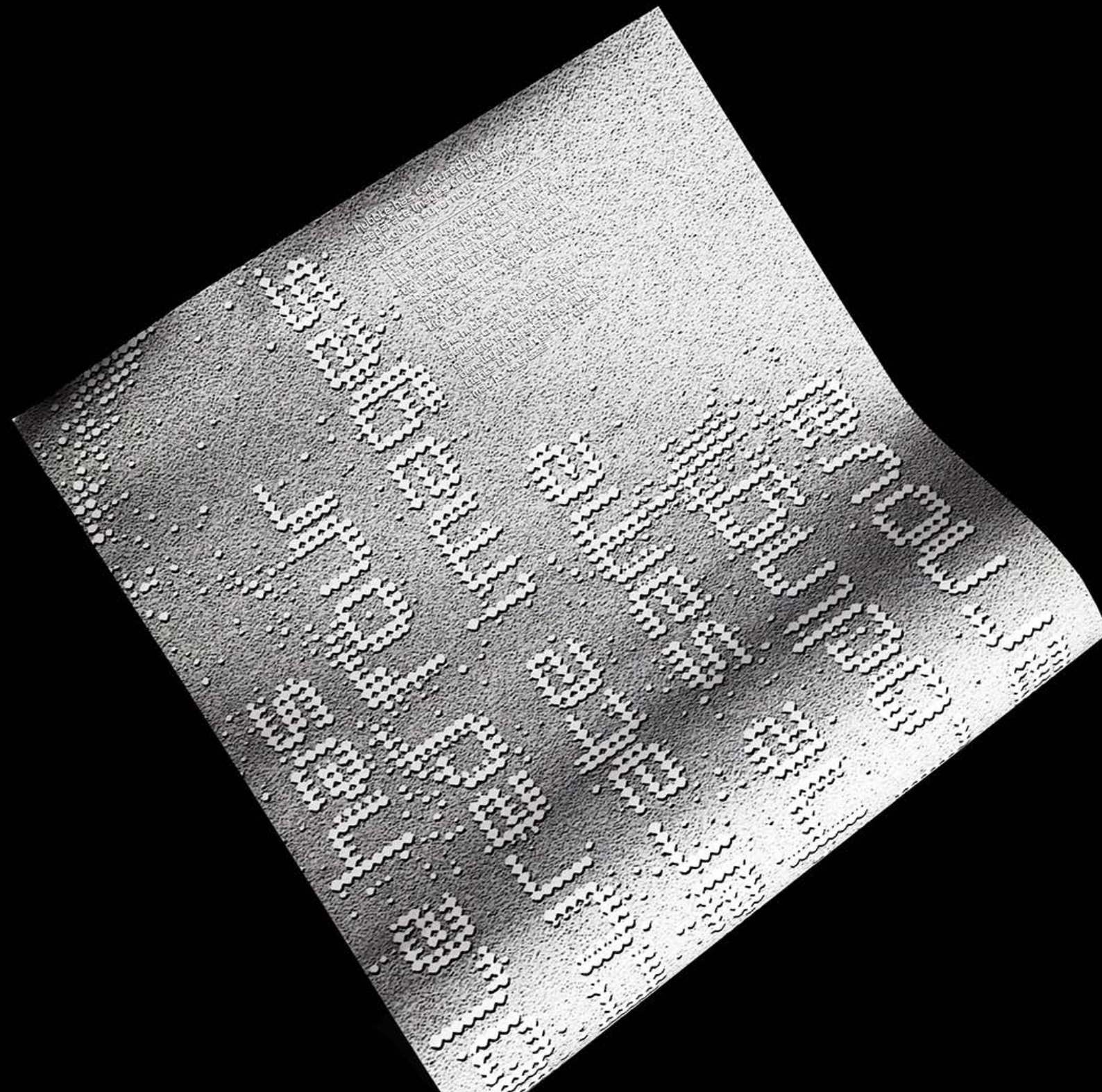












## Branding / Identity

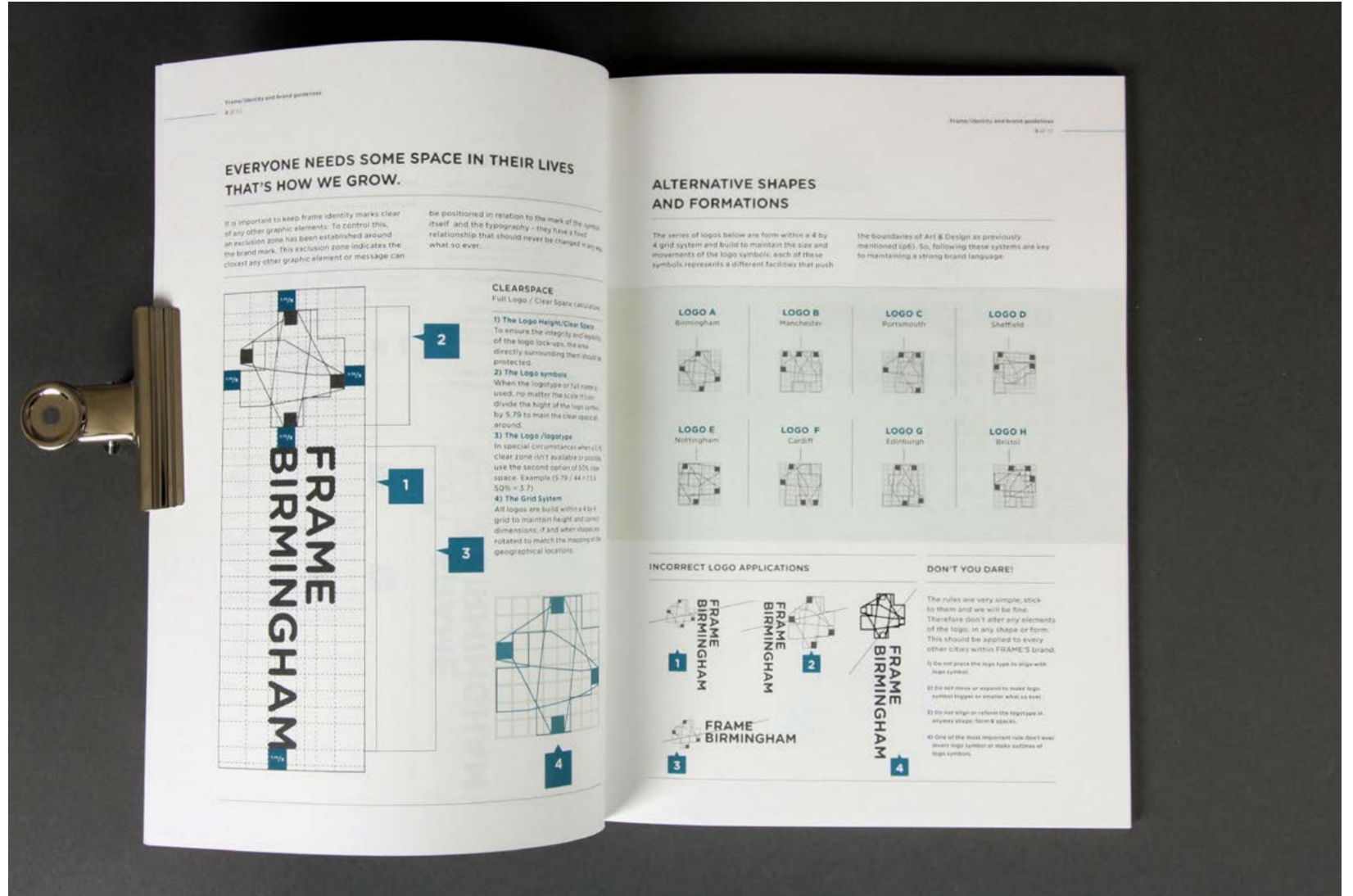
### Create and design identity for eight cities.

Cultural Identity Crisis is a branding and identity, made to represent the cultural diversity of art and design located in eight cities across the UK. This brand aims to communicate that diversity in multiple ways; using shapes, colours and imagery based on the art and design sceneries within the cities.













**FRAME  
EDINBURGH**

ART & DESIGN  
CULTURAL  
SCENE

WITH INDUSTRIAL  
LEADERS / SPEAKERS  
/ PRACTITIONERS &  
RESPECTED ARTISTS

Edward Barber  
Neville  
Eddie Opara  
Paula Scher  
Michael Bierut  
Thomas Heatherwick  
Sophy Bristol  
Jacqueline Casey  
Peter Saville  
Derek Birdsall  
Harry Pierce  
Ruth Ansel  
Massimo Vignelli  
Herbert Matter  
David Stanley  
Alvin Lustig  
Lillian Bassman  
Cipe Pineles  
George Lois  
Julia Lohmann  
Herb Lubalin  
Timorous Beasties  
Lucienne Day  
Karen Aghamyan  
Linda Andersson  
Jaime Hayon  
Gail AltschulerReg  
Christian Furr

FIRST VENUE IN  
EDINBURGH  
20-29 AUGUST  
2016



**FRAME  
BIRMINGHAM**

ART & DESIGN  
CULTURAL  
SCENE

WITH INDUSTRIAL  
LEADERS / SPEAKERS  
/ PRACTITIONERS &  
RESPECTED ARTISTS

Edward Barber  
Neville Brody  
Eddie Opara  
Paula Scher  
Michael Bierut  
Thomas Heatherwick  
Sophy Bristol  
Jacqueline Casey  
Peter Saville  
Derek Birdsall  
Harry Pierce  
Ruth Ansel  
Massimo Vignelli  
Herbert Matter  
David Stanley  
Alvin Lustig  
Lillian Bassman  
Cipe Pineles  
George Lois  
Julia Lohmann  
Herb Lubalin  
Timorous Beasties  
Lucienne Day  
Karen Aghamyan  
Linda Andersson  
Jaime Hayon  
Gail AltschulerReg  
Christian Furr

FIRST VENUE IN  
BIRMINGHAM  
20-29 AUGUST  
2016



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## Critical Mass News

### Green Week Newspaper

Critical Mass was built and designed around student's stories; young people who felt the need to express their concern about the issues they face and subjects they feel strongly about. Additionally, these concerns are related to their surroundings and potentiality everyone else. It was published and distributed throughout the five UAL campuses and various areas within Central London. A maximum of two thousand copy was printed and distributed.







## Brand / Identity

### Healthsry Hemodialysis Treatment In China

The motive of this project captured and framed the creation of the branding / identity of a specialist clinic based in china. This project was created by three additional designers. We had produced the stationeries and company's digital brand guideline for the in house team. My main role was to design all adverts/ banners and commercial related graphics.

#### Primary Colours

Pantone 7633 C  
C25 M37 Y30 K0  
R193 G161 B161  
Hex c1a1a0

Pantone 5493 C  
C51 M23 Y36 K0  
R133 G168 B163  
Hex 84a7a2

#### Primary Typeface

Lucida Bright Demibold  
Lucida Bright Regular  
Songti SC Bold  
Songti SC Light





## A5 BROCHURE LANDSCAPE

### Dimensions

Width = 210mm  
Height = 148mm  
Gutter = 5mm  
Bleed = 5mm



## A4 POSTER PORTRAIT

### Dimensions

Width = 210mm  
Height = 297mm  
Gutter = 5mm



## ROLL-UP BANNER

### Dimensions

Width = 990mm  
Height = 2000mm  
Gutter = 5mm



## BILLBOARD

### Dimensions

Width = 6000mm  
Height = 3000mm  
Gutter = 5mm  
Bleed = 50mm



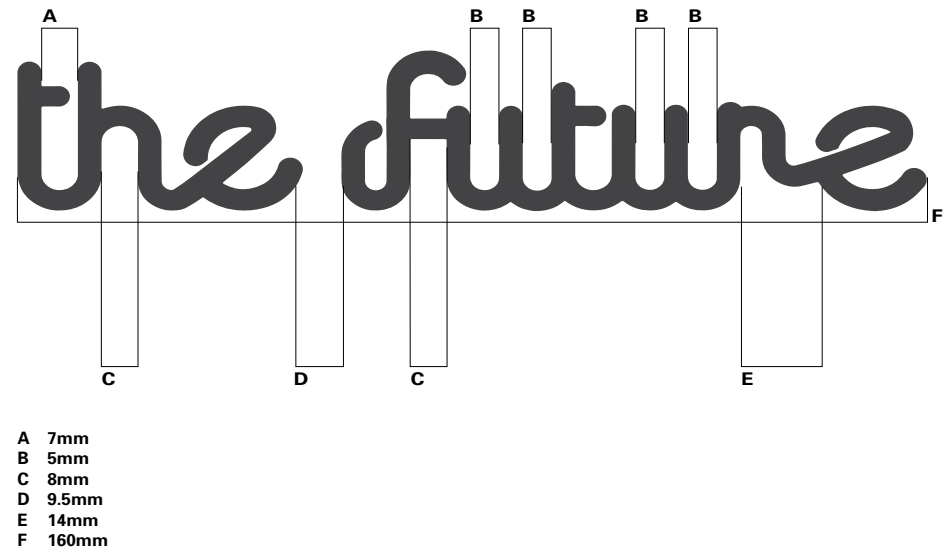
# Identity & Information

## Design information for 2016 summit

The challenge of the brief was to design information and an identity for the upcoming summit, that depicts and discusses the “Six Critical Drivers of Global Change” as stated in Al Gore’s book “The Future“. This was to carefully illustrate the convergence of three chapters in the book.

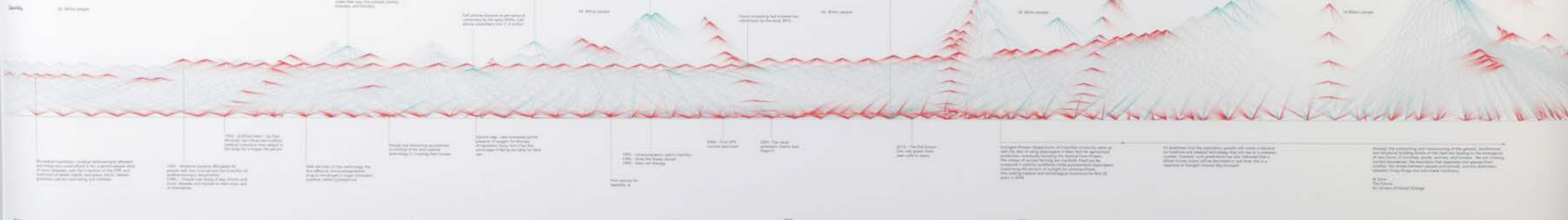
## Solution

The solution was to design a wall chart that demonstrates the interaction of only three selected drivers of change. Depicting the influence of one chapter onto the other. This notion was presented through a time-line... displaying the human population growth and the consumption of technology; but also how the increase in technology consumption affects medical advances, jobs loss and new emerging technologies. From the Gestalt theory and other influences, I hand drawn a logotype that works and compliments the information that was designed. In Addition to that, an identity guideline was produced for the summit.





The critical drivers of global change



<sup>1</sup> While the monetary conditions and policy mix needed to develop exports, the growth in exports themselves will continue to be an increasingly and self-reinforcing factor in development (Davidson 1992).

have achieved relatively impressive results, helping to reduce the world's unemployment. Nevertheless, further healthy development as a result of globalization actually will require more commitment. Issues demanding of explicit international co-ordinating policies, institutions, changes, and other factors, a functioning world global market, and if not adequately managed will be seriously harmed.

37 animals within a single study to have their appetitive behavior, as measured with interest, acquired from their parents by using the 50% of animals theory. This theory states that each offspring will acquire a value that is the average of its parents' value. This value may be high, average, or low, and is not necessarily correlated with the average of individual trait characteristics, but subjects that is acquiring intensity and functioning of that trait.

As a consequence, a significant negative effect of temperature is apparent, by itself, in causing one that all species will possess in their own right.

- Lowest income: \$100 or below
- Middle income: \$100 to \$499
- High income: \$500 or higher

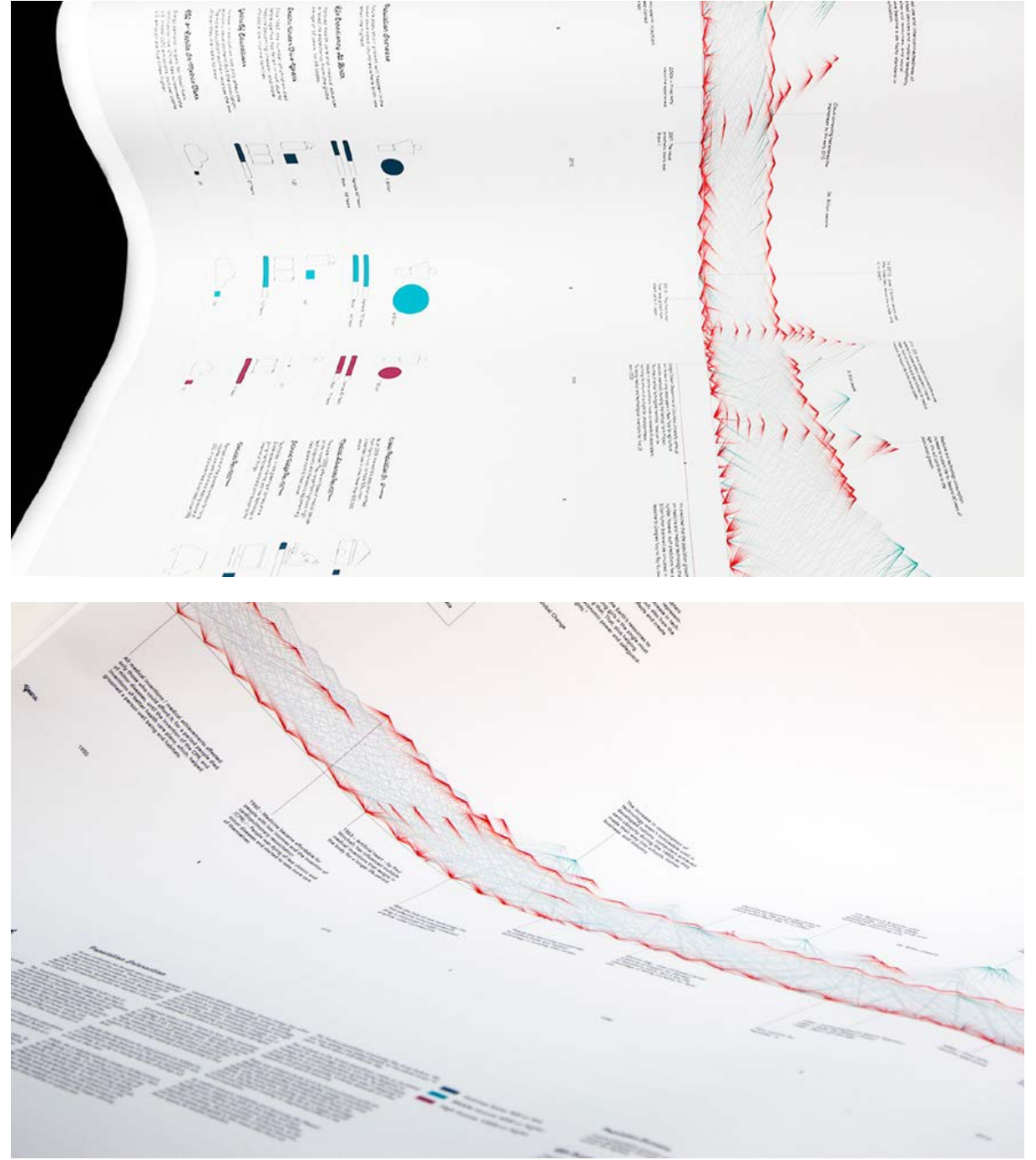
100% Treatment in 2008  
in yellow (first year)

2006  
 Estimated percentage  
 of the global  
 labor force  
 2006  
 Estimated percentage  
 of the global  
 labor force

[illegible]

☐ **Passmark 80 Score**  
☐ **Score: 87 Score**









The Identity & Colour Scheme

Primary Colours



PANTONE P 179-14 C

C 100 R 00  
M 073 G 54  
Y 042 B 80  
K 041



PANTONE P 70-5 C

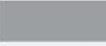
C 26 R 182  
M 81 G 080  
Y 44 B 105  
K 05



PANTONE P 179-14 C

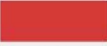
C 00 R 67  
M 00 G 67  
Y 00 B 69  
K 89

Secondary Colours



PANTONE P 179-6 C

C 000 R 167  
M 000 G 169  
Y 000 B 172  
K 040



PANTONE P 70-5 C

C 10 R 219  
M 90 G 165  
Y 80 B 164  
K 00



PANTONE P 179-14 C

C 100 R 67  
M 000 G 67  
Y 040 B 69  
K 000

the future

A 7mm  
B 5mm  
C 8mm  
D 9.5mm  
E 14mm  
F 160mm

the future  
The critical drivers of global change

Logo  
LogoType

Typography & Applications

Thirsty Script Extrabold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Avenir Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Avenir Medium

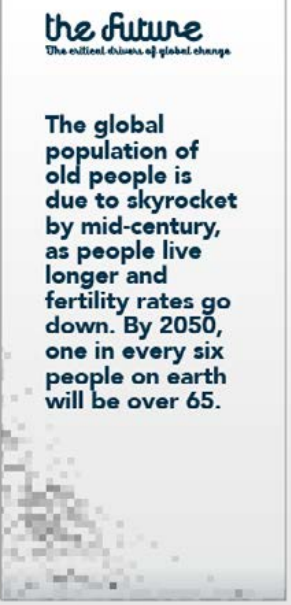
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Pattern & Motions

Pattern must run from left to right,  
unless specified other wise.



Applications



Signage & navigations





# Damion Robinson

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Thank you!

Scroll for CV



## CONTACT

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### ADDRESS

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Addington,  
Croydon, CRO 9DR  
**EMAIL / PHONE**  
damion.graphics@  
gmail.com  
07804832523

## CLIENTS

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DORLING KINDERSLEY  
TECH MIX MAGAZINE  
UNIVERSITY OF THE ARTS LONDON  
NEWSTATEMAN  
TG TRADING  
V&A MUSEUM  
RISE & GRID APPAREL  
SYLVIA BAKERY  
PLEASANT BAKERY

## SKILL SETS

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### SET 01 - THEORY

Grid & Layout  
Typography  
Colour Theory  
Image Editing  
Interface Design  
Creative Thinking  
Verbal Communication  
Visual Communication  
Analytical / Critical Thinking  
Print & Layout Design  
Photography  
Networking  
Social Media Marketing

### SET 01 - TECHNICAL

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Sketch / Zeplin  
Adobe Dreamweaver  
IntelliJ IDEA  
Brackets / Code-Kit  
HTML / CSS  
Microsoft Word  
Microsoft Powerpoint  
Microsoft Excel

### SET 03 - PERSONAL

Friendly & Approachable  
Able to work in a team  
Practice attention to detail  
Open for suggestion  
Willingness to learn new skills  
Organised & Professional

## EDUCATION

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### SEPTEMBER 2012 - JUNE 2016

BA (Hons) Graphic and Media Design / Diploma in Professional Studies  
University of the Arts London - London College of Communication

### SEPTEMBER 2010 - JUNE 2012

BTEC- Diploma in professional Studies  
ST. Francis XAVIER

### SEPTEMBER 2006 - JUNE 2010

Addington High School

## AWARDS & ACHIEVEMENT

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### EXHIBITIONS

UAL - Summer Degree Show  
Ukadia - Raven Bourn University - With Grayson Perry  
ST. Francis Xavier - Design Show

### AWARDS

UAL Fund Trust  
Print Future Awards  
Peter Cuning Digital Award

## EXPERIENCE

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### ASSISTANT TEACHER - LONDON COLLEGE OF COMMUNICATION

August 2015 - April 2016

During the academic terms, I was offered the opportunity to teach typography and graphic design as an assistant tutor on the summer programs; whilst being a mentor to incoming students and lower years. (My recent role was to design a program and to teach as an assistant tutor for the thesis / design groups of the year two students).

### GRAPHIC DESIGNER/ TG TRADING

August 2015 - November 2015

Worked alongside three designer to create a brand / identity for a Hemodialysis Treatment Centre in China.

### DORLING KINDERSLEY PUBLISHING / PENGUIN GROUP

September 2014 - July 2015

Worked with the "Knowledge" team to assist in the completion of book dummies for the London fair. Additionally, I was assigned to design and complete elements for the picture pedia-books. (Illustrations / icons & editorial design).

### DESIGN INTERN/ NEWSTATEMAN

December 2014 - January 2015

Researching and creating political content for the magazine pages, being critical and analytical to each page. This position was held whilst working along side the editorial team.

### CREATIVE DESIGNER / TECHMIX MAGAZINE

August 2014 - December 2014

Creating and editing content for clients, whilst presenting the companies ideas and philosophy. Researching into the current market and analysing new ways for revenue / income. ( Designing Presentations / brochures and advertising graphic).

### STUDENT AMBASSADOR / UNIVERSITY OF ARTS LONDON

September 2012 – November 2014

I became a Student Ambassador and joined the University's program where I undertook various roles, which included mentoring other students from the University and partner Colleges. Creating and working at events and managing public relation via good and approachable communication.

### ASSISTANT/ BANK OF AMERICA

September 2010 - January 2011

Working with the child line help line and designing the community logo, I was given a chance to have an interview with the Bank of America. My role was simple, to work with the customers and cater to their needs, utilising my communication skills as a method of means.

### ASSISTANT/ CHILD HELP FOUNDATION

January 2010 - July 2010

Trained and worked with the Child Help Line at the end of high school for couple of months. This taught me how to communicate to both young and old. My role was to work alongside other students my age, to bring better communication to the young ones who need advice and assistance.